

2023



# TEAM CAPTAIN TOOLKIT



# Lead THE WAY

Chances are, someone has asked you: How long is the NAMIWalks route?

As Team Captain, tell everyone that it's not how far we walk.\* It's how far we've come and how far we plan to go to ensure "Mental Health for All."

With NAMIWalks, you're part of something bigger than yourself. It carries with it the purpose of a cause and the promise of an effect: a change for the better in our mental health community.

As a Team Captain, NAMIWalks presents a chance to share your leadership skills. To help your team members open up to their full potential.

Here are three ways to create a powerful, enthusiastic team.

- 1 Keep building it. Your own participation is often the most effective "magnet."
- 2 Customize your page. Set the stage and engage your team members.
- 3 Take the lead by making the first self-donation.

Thank you for your support of our dream of Mental Health for All – we believe that your involvement will continue to make all the difference.

*\*Walk routes vary. Please contact your Local Walk Manager.*

## Why WE WALK



To promote awareness of mental health and reduce stigma



To raise funds for NAMI's free, top-rated mental health programs



To build community and let people know they are not alone

## Set YOUR GOALS



Previous # of Team Members

Goal for # of Team Members

Goal Achieved?



Previous Amount Raised by Team

Goal for Total Raised by Team

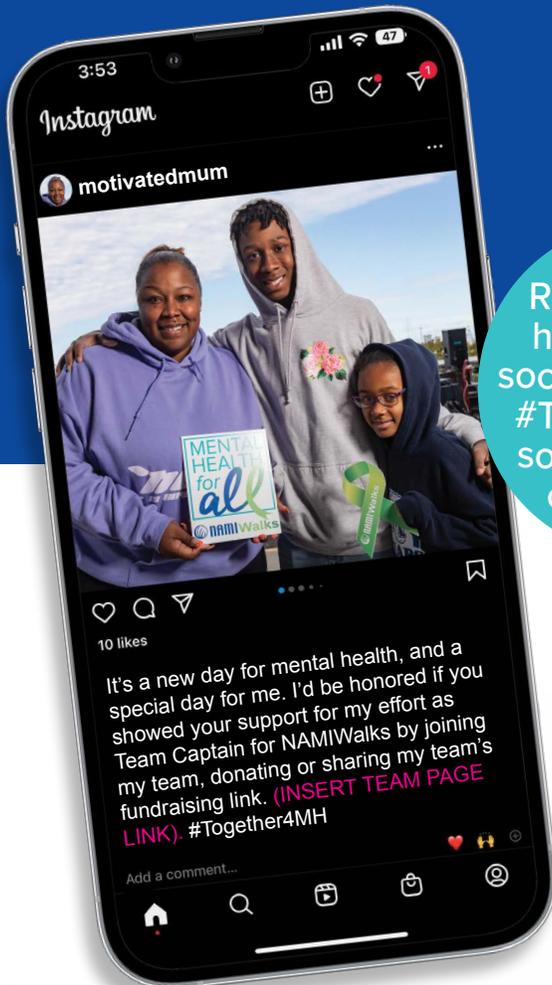
Goal Achieved?

**PRO TIP**  
The average team has 10 members and raises \$1,000.

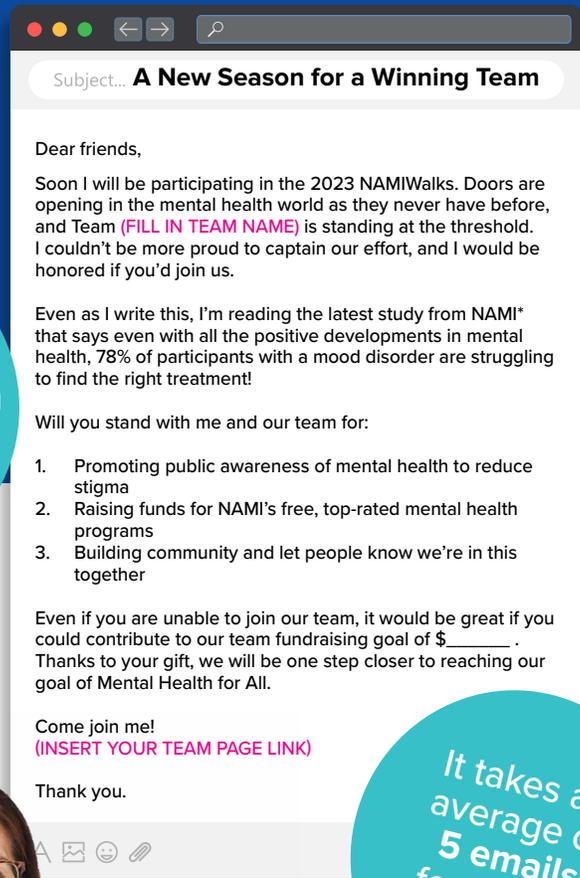
# Spread THE WORD

Reach out to your network with our sample emails and social media posts – and remember, repetition is good! Reach out regularly to remind them of the awesome work you're doing!

Find Team Captain Sample Emails and Social Media Posts at [namiwalks.org/tcsamples](https://namiwalks.org/tcsamples) and Social Media Graphics at [namiwalks.org/socialmediaguide](https://namiwalks.org/socialmediaguide).



Remember to hashtag your social media with #Together4MH so we can stay connected.



It takes an average of 5 emails for people to act.

## Incentives FOR YOUR TEAM

Let your team members know when they individually raise \$100+, they will receive the official NAMIWalks T-shirt on Walk Day! T-shirts are limited to one per qualifying participant and sizing is based on availability, although we do our best to have a wide variety of sizes.



When you or a team member raises \$1,000+, you'll be an official "Walk Star" and receive the 2023 Walk Star Pin.



# Fundraise \$100 IN SEVEN DAYS

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
						
Make a \$25 self-donation to get started!	Get social and start a Facebook Fundraiser!	Hey neighbor, will you donate \$20?	Ask your coworkers to collect their spare change.	Ask a friend for a \$20 donation.	Skip your usual coffee order and donate \$10.	Ask a family member for a \$25 donation.

## Tools FOR TEAM CAPTAINS

Did you know there are a variety of tools provided to Team Captains to amplify your social media, fundraising and awareness-spreading efforts starting this very moment and continuing through event day?

Please visit [www.namiwalks.org/tctools](http://www.namiwalks.org/tctools) to view the wonderful resources just for you!



To learn more about NAMIWalks, visit [www.namiwalks.org](http://www.namiwalks.org).